

## L is for Love, Loyalty & Lower Fees

*MAYAR CAPITAL LAUNCHES LOWER FEE LOYALTY SHARE CLASS*

LONDON, UNITED KINGDOM, February 14, 2019 /EINPresswire.com/ -- The 14th of February is a day that celebrates love and loyalty. While love remains the purview of poets and artists, loyalty has long been recognised in the commercial world.



Twenty years ago, I received my first loyalty card which was for a supermarket. The innovation of loyalty cards recognises that consumers had a choice in where to shop and that loyalty should be rewarded.

Since that time, my loyalty cards have multiplied. I have three supermarket 'loyalty' cards and similar cards for my coffee, haircuts and even dry cleaning.

Asset managers have done very little to reward loyalty, despite the importance of long-term partnerships to investing success.

That is why today [Mayar Capital](#) is launching its Loyalty Share class. Investors who have been our partners for three years or more will be entitled to invest any additional capital in the new L Share Class and enjoy a management fee of 0.5% and a 14% performance fee.

One of our Partnership Principles is 'Only Long-Term' and Mayar wants to recognise and reward our partners who have exhibited the same outlook.

Thank you all for your continued loyalty and happy Valentine's Day!

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